

# Strategizing to Improve the Work

by Sophia



## WHAT'S COVERED

In this lesson, you'll learn about how critique can help visual communicators improve their work. Specifically, this lesson will cover:

## 1. Group Critique

An important goal of a group critique is to improve one's work. It's important for the owner of the piece of work to leave the critique with a list of actionable items to incorporate into the next phase of their project. In other words, you want to leave with things that you can do to refine and improve a piece.

Oftentimes in a critique, a facilitator, which could be either the client or your instructor, will summarize group findings. Several participants present answers to the same design problem, and the facilitator is then able to compare and contrast group works.

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## 2. Circular Process

Just like design development, critique can be a circular process. When you start a design, you might do a bit of research and then create a plan. You would then make a sketch, create a more formal design, present the design, and refine the design.

The critique process is very similar. When you present a piece, you receive feedback on how you might refine the design. This could start very early on in the design phase, and it will help you continue to refine the piece, make changes, and improve upon your initial design throughout the process.

This cycle can continue until you've reached a point where you have a strong piece that's ready to be put into production.



## SUMMARY

In this lesson, you learned about how the critique process can benefit designers. First, you learned about the structure and purpose of a **group critique**. Then you looked at critique as a **circular process** that allows for continuous revision on a piece of work.

Keep up the learning and have a great day!

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